

The role of the logo in preserving the Egyptian visual identity in the era of globalization

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Abstract

Egypt is one of the few countries in the world that possesses a unique cultural and visual heritage in a way that makes it difficult for its visual identity to become similar to others, However, what distinguishes the world from the melting of societies in the crucible of globalization is an important source for awakening artistic and plastic awareness, Derived from the rich heritage of the Egyptian civilization with all its components and benefit from it, and from the role of the logo in modern societies and its ability to reach easily and simply, carrying in its folds messages that confirm and root the Egyptian visual identity, and even reach global scopes to confirm itself and confirm its visual identity, Because the logo is one of the aspects of the global visual language, as it is one of the most important means of communication that depends

The research problem is defined in the following main question: What is the extent of benefit from the slogan in preserving the Egyptian visual identity in the era of globalization?

the most important objectives of the research:

1. Benefiting from the vast visual richness of Egyptian symbols, connotations, and units in creating a contemporary logo with an Egyptian visual identity.
2. Employing color to serve the formation of a logo with an Egyptian visual identity.
3. Employing written fonts to enrich the composition of a logo with an Egyptian visual identity.
4. Searching for new approaches to enrich and design the contemporary Egyptian logo.

Keywords:

logo, Egyptian visual Identity, Design and Advertising